

IN THE CLAIMS

Please amend the claims as follows.

1.-14. (Cancelled)

15. (Currently Amended) A network-based commerce system including:
a processor coupled to a memory through a bus; and
an auction price-setting process executed from the memory by the processor to cause the processor to adjust lower a reserve price associated with a listing of an item during a network-based auction price-setting process to an adjusted reserve price, and to cause the processor to automatically notify one or more bidders of the adjustment of the reserve price lower a proxy bid of a buyer to a predetermined amount below the adjusted reserve price when the proxy bid is higher than the adjusted reserve price.

16.-18. (Cancelled).

19. (Original) The network-based commerce system of claim 15, wherein the auction price-setting process further causes the processor to automatically notify a seller of the item when a high proxy bid is within a predetermined percentage range of the adjusted reserve price.

20. (Original) The network-based commerce system of claim 15, wherein the auction price-setting process further causes the processor to automatically notify a seller of the item when a high proxy bid is within a predetermined value range of the reserve price.

21.-50. (Cancelled).

51. (Currently Amended) A machine-readable medium having instructions to cause a machine to perform a method to facilitate operation of a network-based commerce system, the method including:

adjusting lowering a predefined reserve price associated with a listing of an item to an adjusted reserve price during a network-based auction price-setting process; and

notifying automatically one or more bidders of the adjustment of the reserve price lowering a proxy bid of a buyer to a predetermined amount below the adjusted reserve price when the proxy bid is higher than the adjusted reserve price.

52.-54. (Cancelled).

55. (Original) The machine-readable medium of claim 51, including automatically notifying a seller of the item when a high proxy bid is within a predetermined percentage range of the adjusted reserve price.

56. (Original) The machine-readable medium of claim 51, including automatically notifying a seller of the item when a high proxy bid is within a predetermined value range of the reserve price.

57.-86. (Cancelled).

87. (Currently Amended) A method to facilitate operation of a network-based commerce system, the method including:

adjusting lowering a predefined reserve price associated with a listing of an item to an adjusted reserve price during a network-based auction price-setting process; and

notifying automatically one or more bidders of the adjustment of the reserve price lowering a proxy bid of a buyer to a predetermined amount below the adjusted reserve price when the proxy bid is higher than the adjusted reserve price.

88.-90. (Cancelled).

91. (Original) The method of claim 87, including automatically notifying a seller of the item when a high proxy bid is within a predetermined percentage range of the adjusted reserve price.

92. (Original) The method of claim 87, including automatically notifying a seller of the item when a high proxy bid is within a predetermined value range of the reserve price.

93.-115. (Cancelled).

116. (Currently Amended) A network-based commerce system including:

a means for adjusting lowering a predefined reserve price associated with a listing of an item to an adjusted reserve price during a network-based auction price-setting process and for notifying automatically one or more bidders of the adjustment of the reserve price lowering a proxy bid of a buyer to a predetermined amount below the adjusted reserve price when the proxy bid is higher than the adjusted reserve price; and

a storage means, coupled to the means for adjusting lowering, for storing the reserve price.

117.-131. (Cancelled).